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15 **UNITED STATES DISTRICT COURT**
16 **NORTHERN DISTRICT OF CALIFORNIA**
17 **SAN FRANCISCO DIVISION**

18 IN RE: FACEBOOK, INC. CONSUMER
19 PRIVACY USER PROFILE LITIGATION,

20 This document relates to:

21 ALL ACTIONS

22 CASE NO. 3:18-MD-02843-VC

23 **FACEBOOK, INC.’S ADMINISTRATIVE**
MOTION TO FILE UNDER SEAL
CERTAIN MATERIALS IN SUPPORT OF
FACEBOOK, INC., GIBSON, DUNN &
CRUTCHER LLP, AND ORIN SNYDER’S
SUPPLEMENTAL BRIEF IN
OPPOSITION TO PLAINTIFFS’ MOTION
FOR SANCTIONS

Pursuant to Civil Local Rules 7-11 and 79-5, Facebook, Inc. (“Facebook”) hereby submits this Administrative Motion to File Under Seal Certain Materials in Support of Facebook, Inc., Gibson, Dunn & Crutcher LLP, and Orin Snyder’s Supplemental Brief in Opposition to Plaintiffs’ Motion for Sanctions (“Opposition”). For the reasons explained below, there is good cause to seal permanently this information and Facebook’s request is narrowly tailored under the circumstances.

I. Background

On August 8, 2022, Plaintiffs filed their Supplemental Brief in Support of Sanctions, and three declarations and fifty-one exhibits in support. Dkts. 984–88. On August 22, 2022, Facebook filed temporarily under seal Facebook, Gibson, Dunn & Crutcher LLP, and Orin Snyder’s Supplemental Brief in Opposition to Plaintiffs’ Motion for Sanctions (the “Supplemental Opposition”), the declaration in support from Rosemarie T. Ring (“Ring Declaration”), the declaration in support from Heather L. Richardson (“Richardson Declaration”), the declaration in support from Austin Schwing (“Schwing Declaration”), and thirty-three exhibits (exhibits 48 through 82) in support. Dkts. 998, 999. Pursuant to the Court’s Order granting Facebook until August 26, 2022 to file its motion to permanently seal these materials, Dkt. 994, Facebook hereby submits its Administrative Motion to File Under Seal to permanently seal limited portions of the Supplemental Opposition, Exhibit 53 attached to the Ring Declaration, the Richardson Declaration, Exhibit 56 attached to the Richardson Declaration, and Exhibits 61, 63, 64, 66, 68–70, 73, and 82 to the Schwing Declaration.

Although attached to Plaintiffs’ Administrative Motion, Facebook is not seeking to seal or redact any portion of the Ring Declaration (Dkt. 998-3), the Schwing Declaration (Dkt. 998-16), and Exs. 48–52, 54–55, 62, 65, 67, 71–72, 74–81 (Dkts. 998-4–8, -10–11, -18, -21, -23, -27–28, -30–37).¹

II. The Good Cause Standard Applies Because the Motion Is Unrelated to the Merits

Courts seal information in non-dispositive motions so long as there is good cause to do so because public disclosure of the information would cause harm or prejudice, and the request is narrowly tailored. *Doe v. Walmart, Inc.*, 2019 WL 636362, at *1–2 (N.D. Cal. Feb. 11, 2019). Here, the Supplemental Opposition, Declarations, and Exhibits are related to the discovery record, not the merits

¹ Exhibits 49 and 50 (Dkts. 998-5 and 998-6) have existing redactions to privileged communications between Gibson Dunn lawyers.

1 of this action, so the good cause standard applies.

2 **III. There Is Good Cause for Facebook's Proposed Redactions and Sealing**

3 Facebook asks the Court to permanently seal the following categories of information:

4 ***(i) Confidential information that the Court previously found good cause to seal.***

5 Facebook asks the Court to seal the same portions of the following documents that the Court
6 previously approved:

7 1. Ex. 63 at 3–4 (Dkt. 998-19); Dkt. 961-3 (filed with the same redactions); Dkt. 966 (granting
8 motion to seal).

9 ***(ii) Confidential information regarding Facebook's proprietary data systems and data***
10 ***storage and processing practices.*** As set forth in the Supplemental Stein Declaration and
11 Amended Proposed Order, Facebook asks the Court to seal confidential information regarding
12 details about the data systems that house specific data and how Facebook stores, tracks, preserves,
13 deletes, and processes data. This information involves key components of Facebook's business
14 that set it apart and ahead of its competitors and reveals confidential technical information about
15 its data systems and proprietary methods for storing and processing data. Supplemental Stein Decl.
16 ¶ 8. If this information were publicly disclosed, competitors could use it to improve their own
17 methods for managing high volumes of user data or for tracking user data across data systems. *Id.*
18 Courts routinely seal commercially sensitive information that “competitors would be able to take
19 advantage of” and use unfairly if disclosed. *See, e.g., Asetek Danmark A/S v. CMI USA, Inc.*, 2015
20 WL 4511036, at *2 (N.D. Cal. July 23, 2015). Additionally, hackers and other bad actors could
21 use this information to better understand Facebook's data systems and target specific repositories
22 of data, potentially harming both Facebook and its users. Supplemental Stein Decl. ¶ 8. The Court
23 has previously found good cause to seal this type of information. *See, e.g.,* Dkt. 813 at 0026–29
24 (requesting sealing data system names); Dkt. 844 (granting motion to seal).

25 ***(iii) Confidential information regarding Facebook's tool for responding to law-***
26 ***enforcement requests for user records.*** As set forth in the Supplemental Stein Declaration and
27 Amended Proposed Order, Facebook asks the Court to seal confidential information regarding

1 Facebook's tool for responding to law-enforcement requests for user records, including the name
 2 of the tool, the types of data it contains, the delta between the data within the tool and DYI, and
 3 the format in which data from the tool is produced. Public disclosure of details about this tool
 4 would reveal confidential information regarding Facebook's internal operations that could be used
 5 by bad actors to attempt to circumvent and evade Facebook's enforcement strategies and current
 6 and future lawful governmental criminal investigations. Supplemental Stein Decl. ¶ 9. It also
 7 could provide confidential information to competitors about how Facebook tracks and stores data
 8 across its systems, to Facebook's competitive disadvantage. *Id.*

9 ***(iv) Confidential and competitively sensitive information regarding Facebook's business***
 10 ***programs, strategies, decisions, and partners.*** Facebook asks the Court to seal confidential
 11 information, set forth in the Supplemental Stein Declaration and Amended Proposed Order,
 12 regarding Facebook's business programs, strategies, decisions, and partners, including
 13 confidential technical details of how Facebook develops and uses data to target advertisements to
 14 the most relevant users. Courts routinely seal documents which would reveal "confidential and
 15 competitively-sensitive information" and "confidential business strategies," as well as other
 16 "proprietary" information, that competitors could use to a party's competitive disadvantage. *See,*
 17 *e.g.*, *In re Lidoderm Antitrust Litig.*, 2016 WL 4191612, at * 26–27 (N.D. Cal. Aug. 9, 2016); *In*
 18 *re Qualcomm Litig.*, 2017 WL 5176922, at *2 (S.D. Cal. Nov. 8, 2017). Courts also regularly seal
 19 information that would identify confidential business relationships or reveal the terms of such
 20 relationships. *See, e.g.*, *Obesity Rsch. Inst., LLC v. Fiber Rsch. Int'l, LLC*, 2018 WL 3642177, at
 21 *5 (S.D. Cal. Aug. 1, 2018). For these reasons, this Court has previously sealed similar
 22 information. *See, e.g.*, Dkt. 813-1 at 3440 (requesting sealing of the name of a business partner);
 23 Dkt. 844 (granting motion to seal); Dkt. 550 at 2–3; Dkt. 550-1 at 1 (requesting sealing of
 24 information that would give competitors insight into Facebook's strategy); Dkt. 638 (granting
 25 motion to seal); Dkt. 812 at 3–4 (explaining harm to Facebook from public disclosure of the details
 26 of Facebook's targeted advertising); Dkt. 844 (granting motion to seal such information). Public
 27 disclosure of this information could allow Facebook's competitors to copy its strategies, or use the
 28

1 ideas developed by Facebook at its own expense to Facebook's competitive disadvantage.
 2 Supplemental Stein Decl. ¶ 10. Public disclosure also could harm Facebook's relationships with
 3 its business partners by disclosing their identities and confidential negotiations with Facebook. *Id.*
 4 It also could undercut Facebook's ability to negotiate with these entities' competitors. *Id.* Finally,
 5 Facebook's ability to serve advertisements to the users who find them most relevant is an essential
 6 aspect of its business, and if publicly disclosed, this information could allow Facebook's
 7 competitors to improve their service of advertisements and cause Facebook competitive harm. *Id.*

8 (v) ***Confidential information regarding Facebook's privacy and platform policy***
 9 ***enforcement practices.*** Facebook asks the Court to seal confidential information, set forth in the
 10 Supplemental Stein Declaration and Amended Proposed Order, regarding Facebook's privacy and
 11 platform enforcement practices. Disclosure of information about Facebook's decision-making
 12 process for evaluating apps and developers that may be violating its policies would reveal
 13 confidential details of Facebook's internal business operations. Supplemental Stein Decl. ¶ 11. If
 14 this information were revealed, bad actors could use it to attempt to circumvent and evade
 15 Facebook's enforcement strategies, potentially harming both Facebook and its users. *Id.* The
 16 Court has previously sealed similar information for the same reasons. *See, e.g.,* Dkt. 812
 17 (requesting sealing of similar information); Dkt. 844 (granting motion to seal).

18 (vi) ***Confidential information regarding Facebook's ADI documents and references***
 19 ***thereto.*** Facebook asks the Court to seal confidential information, set forth in the Supplemental
 20 Stein Declaration and Amended Proposed Order, regarding ADI documents and references thereto.
 21 The Court previously found good cause to seal in full similar ADI materials. *See, e.g.,* Dkt. 804-
 22 3 at ECF p. 544-79 (fully sealed investigative report); Dkt. 838 (granting motion to seal).
 23 Facebook requests that the Court seal similar ADI documents (and references thereto) for the same
 24 reasons, including those reasons articulated in Alexander H. Southwell's declaration evidencing
 25 the basis for sealing ADI-related documents. Dkt. 804-2; *see also* Dkt. 804 (explaining rationale
 26 for sealing ADI investigative reports and ADI-related information).

IV. The Proposed Redactions Are Narrowly Tailored

Facebook’s proposed redactions are narrowly tailored because the redactions are limited to the narrow and limited categories of confidential and proprietary information set forth above. *See Dunbar v. Google, Inc.*, 2013 WL 12216625, at *1 (N.D. Cal. Aug. 18, 2013) (granting sealing requests that were “narrowly tailored to protect . . . proprietary information”).

* * *

For these reasons, Facebook respectfully requests that the Court permanently seal the confidential information contained in certain materials in the Opposition and supporting materials.

1 Dated: August 26, 2022

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